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Communications

Advertising

50th Anniversary File, 1943-93

Box 1:

Subject File

Advertising Age Clippings (3 folders), 1949-78, 1988

"Advertising Council: 50 Years of Public Service," November 11, 1991

"Advertising Council, America's Catalyst for Change" (2 folders) ca. 1990

Annual Report Highlights, 1947-87

Borg-Warner "Ripley" ads for Ad Council campaigns, ca. 1965

Choices that Matter (50th Anniversary publication draft), 1992

Correspondence, 1989-93

Clippings about Advertising Council, 1947-92

Finance Study Committee Report, 1971

Goodman, John, While You Were Gone, 1974

Historical Quotes, 1991

History, 50th Anniversary, plans, reports, correspondence, 1989-93

Localizing Public Service Advertising, March 1992

"Media Support by Medium 1982-91", 1992

New Directions in Power Structure Research, 1975

Pocono Papers, February 10-11, 1953

Presidential Letters, Quotations, 1944-88

Press Releases, 1989-92

Public Service Award, 1993

Rosenberg, Harold, 1979

Slide Show, 50th Anniversary generic script, Jan.6, 1992

Thomas, Harold B., "The Background & the Beginning of the Advertising Council", April 1, 1952

"Time Line, 1942-89", Sept. 3, 1991

War Advertising Council, 1943-45

Agency Files

Foote, Cone & Belding, Smokey Bear publicity, 1973-78

Young & Rubicam, 1987, 1992

Speeches

Jock Elliott "The Social Responsibility of Advertising" Buenos Aires Oct.7, 1986

Ira C. Herbert "Voluntarism", June 12, 1990

Ruth Wooden, 1990-93

Interviews and Statements

Peter W. Allport, A.N.A. History, March 1991
Pat Carbine, ca. 1991
Bart Cummings, May 21, 1991
Bob Keim, President, Jan. 14, 1991
Gordon Kinney letter, Oct. 30, 1947
Forest Long, May 16, 1991
George Ludlam, Jan.28, 1991
Nelson Metcalf, "The Kid in Upper 4", June 3, 1990
Ted Repplier, Letters, speech, report, article, obituary, 1944-45, 1955, 1966
Frank Stanton, June 10, 1991
Ruth Wooden, ca. 1991
James Webb Young - Speeches, 1941-51
James Webb Young - Biographical, 1973

Box 2:

Research Institutions

Ad Council Archives (Illinois), 1985, 1990-91
Museum of Broadcasting, 1989-92
Museum of Television and Radio (formerly Museum of Broadcasting), 1991-92
National Archives Exhibit, 1991
Smithsonian Institution, 1991

Campaign Files

American Cancer Society, Colon Cancer, 1988
American Economic System
American Heritage Foundation, 1950
American Red Cross, 1947, 1972
American Red Cross - Blood Donation, 1980-87
Better Schools and Better Communities
Buckle your Safety Belt, 1962
CARE, 1949
Census Campaign
Challenge to Americans
Child Abuse, 1983, 1991
Civil Defense
Co-op Education, 1985
Crime Prevention
Crisis in our Cities, 1968
Disadvantaged Children, Breaking the Cycle, ca. 1990
Drugs and AIDS

Drunk Driving Prevention, 1990
Employer Support of the Guard and Reserve, 1989
Energy Conservation, 1974
Environmental Defense Fund, 1989-91
Equal Employment Opportunity, 1967
Farm Scrap Action Plan, 1951
Fire Prevention, 1943-44, 1953, 1989-91
Healthy Start, 1992
Help Prevent Crime, 1967
Internal Revenue Service, 1988
Keep America Beautiful, 1966-71, 1976
National Citizens Commission for Public Schools
National Goals Campaign, 1960-61
Neighbor Works
Pakistan Relief Fund Campaign, 1971
Peace Corps, 1963-66, 1975-78, 1984-88
Recruiting Young Teachers, 1990
Register and Vote, 1952
Religion in American Life, 1968-69
Research and Rehabilitate America's Handicapped, 1970
Southern Forest Fire Prevention Kit, 1968
Statue of Liberty, 1986
Student Nurse, 1952
Take Pride in America, 1983
Understanding Mental Illness, 1988
United Negro College Fund, 1972, 1975, 1984, 1989-90
U.S. Savings Bonds, 1975-76
USO, 1961
United Way, 1972, 1977, 1982, 1985-88
Youth Fitness, 1963
Ad Council Ads, 1990
Commercial War Advertising, 1943-46
War Advertising Council Ads, 1944-45
"The Depictor", "Light Reading" & "The Word is Mightier Than the Sword"

Box 3:

Magazines

Esquire, March 1973
Essence, July 1975
Good Housekeeping, August 1953
Ms., September 1978
Newsweek, July 1972
LIFE

April 29, 1940
April 6, 1942
July 27, 1942
September 14, 1942
September 6, 1943
September 25, 1944
March 26, 1945
February 4, 1946
April 4, 1949
October 5, 1959
August 20, 1965
September, 1979
Fall, 1986 - Anniversary Issue

People:

June 10, 1974
September 16, 1974

Saturday Evening Post:

September 16, 1950
November 1, 1952

Time:

March 26, 1951
June 28, 1963

TV Guide, September 10-16, 1955

Ad Council Videotapes:

The Advertising Council Historical Reel
Ad Council 50th Anniversary Dinner, November 1992
Ad Council Media Blitz Annual Dinner Reel, November 1993

Sound Recordings:

The 13th Washington Conference, April 2, 1957

Box 4:

Exhibit Files

Certificate of Incorporation, February 26, 1942
50th Anniversary, Source of Copy, World War II Ads, 1945-47, 1991-92
50th Anniversary Congratulatory Messages, 1991
50th Anniversary Articles, 1992
50th Anniversary Exhibits, 1992
Ad Council 50th Anniversary Exhibit, 1993
James Webb Young Quotations
Quotations: Peter Franchel
 David Ogilvy
 Harold Thomas
 George Ludlam